

RINTHA P

GRAPHIC & VISUAL DESIGNER | WEB DESIGNER | FRONTEND DEVELOPER
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PROFESSIONAL SUMMARY

Graphic and digital professional with **3+ years of experience** across graphic design, frontend development, web design, e-commerce and CRM. Experience includes creating website and app campaigns, e-commerce creatives, responsive HTML emails, Shopify websites and React.js applications. Skilled in **Adobe Creative Suite, Figma, HTML, CSS, JavaScript, React.js, Shopify, WordPress and Braze**. Experienced with **Claude, ChatGPT and other AI tools** for design exploration, content adaptation, coding, debugging and faster development. Comfortable working across design, marketing and development teams and managing multiple deliverables under tight deadlines.

KEY SKILLS

Graphic & Visual Design: Graphic Design | Digital Design | Brand Design | Campaign Design | Social Media Design | E-commerce Creative | Email Design | Print & In-store Design

Web & UI Design: Web Design | UI Design | Responsive Design | Landing Page Design | E-commerce Website Design | Figma | Design-to-Development

Frontend Development: HTML5 | CSS3 | JavaScript | React.js | Next.js | Redux | Bootstrap | Material UI | REST APIs | Firebase

E-commerce & CMS: Shopify | WordPress | E-commerce Development | Website Customization

CRM & Digital Marketing: Braze | HTML Email Development | CRM Campaigns | User Journey Design | Dynamic Personalization | Push | WhatsApp | SMS | In-App

AI & Development Tools: Claude | ChatGPT | Generative AI | AI-Assisted Design | AI-Assisted Development | Prompt Engineering | Rapid Prototyping

Development & Deployment: Git | GitHub | Docker | PHP CodeIgniter | Version Control | Asana

Design Tools: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | Canva | Framer | Lovable

WORK EXPERIENCE

Associate Graphic Designer | Carrefour UAE - Majid Al Futtaim | Dubai, UAE (Remote)

Oct 2024 – Jul 2026

Create and deliver digital campaign assets for Carrefour UAE across the website, mobile app, CRM, SHARE Loyalty, Precision Media, Bright Bites, e-commerce and in-store channels. Manage multiple campaign requests from design through delivery, often working within short turnaround times and scheduled launch deadlines.

- **Website & E-commerce:** Created and managed live Carrefour UAE website assets including **web banners, hero banners, CLP (Category Landing Page) banners, icons, daily offer banners, content cards, sale banners and promotional campaigns**.
- **CRM & Braze:** Designed responsive **HTML email templates in Braze** and created CRM assets for email, push, WhatsApp, SMS and in-app campaigns. Revamped existing emailers and user journeys and implemented personalization using customer attributes, Braze IDs and fallback logic.
- **SHARE Loyalty & Retail:** Created **SHARE Loyalty app banners and offer creatives**, weekly leaflet campaign assets and **A4 in-store promotional creatives**, delivering scheduled campaigns within short production timelines.
- **Precision Media & Bright Bites:** Created digital banners and email creatives for **Precision Media** campaigns and CRM creatives for **Bright Bites** across customer communication channels.
- **AI & Workflow:** Used **Claude, ChatGPT and other AI tools** with Photoshop, Illustrator and Figma for design exploration, content adaptation and faster production. Managed campaign requests and delivery through **Asana** while coordinating with CRM, Loyalty, Marketing, Precision Media and other teams.

Frontend Developer | Pfactorial Technologies PVT Ltd | Calicut, Kerala, INDIA (On-site)

May 2023 – Oct 2024

Worked across frontend development, UI design and client projects, building responsive web applications using React.js and collaborating with backend developers and AI engineers to deliver production-ready digital experiences. Contributed to **Emcareer**, a fully functional recruitment platform, while also working with PHP CodeIgniter and internal UI projects.

- **Emcareer:** Developed and maintained React.js interfaces for a recruitment platform supporting **job seekers and recruiters**, including job listings, applications, resume building and analysis, resume scoring, candidate workflows and recruiter dashboards.
- **Frontend Development:** Built responsive interfaces using **React.js, Redux, Next.js, Material-UI, JavaScript, HTML5, CSS3 and Bootstrap**, integrating frontend components with backend APIs and application logic.

- **Development & Deployment:** Used **Git/GitHub** for version control and collaborative development, and **Docker** for containerization and deployment/hosting of web applications.
- **Backend & Adaptability:** Quickly learned **PHP CodeIgniter** to work with an existing client codebase, understand complex structures and implement required functionality.
- **UI Design & Collaboration:** Designed demo application UIs and collaborated closely with backend developers to translate requirements and designs into cohesive, functional applications.

Frontend Developer Intern | Sharpener Tech | Bengaluru, INDIA (Remote)

Jun 2022 – May 2023

Completed hands-on frontend development training in **React.js**, **web development fundamentals**, **Data Structures & Algorithms**, **Git** and **collaborative development**, with practical application projects.

- Built a **React.js food ordering application** and deployed it using Firebase.
- Developed a **React.js movie booking application**, applying responsive UI and frontend development concepts.

EDUCATION

BACHELOR OF TECHNOLOGY | Computer Science | APJ Abdul Kalam Technological University

2018 – 2022

LANGUAGES KNOWN

Languages: English (Fluent) | Malayalam (Native) | Hindi (Basic)